



County of Los Angeles  
**CHIEF ADMINISTRATIVE OFFICE**

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DAVID E. JANSSEN  
Chief Administrative Officer

Board of Supervisors  
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Second District

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Third District

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Fourth District

MICHAEL D. ANTONOVICH  
Fifth District

June 11, 2007

To: Supervisor Zev Yaroslavsky, Chairman  
Supervisor Gloria Molina  
Supervisor Yvonne B. Burke  
Supervisor Don Knabe  
Supervisor Michael D. Antonovich

From: David E. Janssen  
Chief Administrative Officer

**OUTREACH CAMPAIGN FOR LACOUNTYHELPS.ORG**

On June 25, 2007, we will be launching a 12-week interior bus placard campaign on all Metro buses to publicize the LACountyHelps.org Website. The placards will be 11 inches by 42 inches and contain the attached artwork. The campaign will be financed from the Department of Public Health's Children's Outreach, Enrollment, Utilization, and Retention (COEUR) funding from the State, which provides \$500,000 for media. The bus placard campaign will expend \$96,000 of that sum. The State authorized the campaign materials and the expenditure. A line at the bottom of the placard indicates the funding is being provided by the State.

The LACountyHelps.org workgroup is exploring a radio campaign as well, to be funded through the remaining OERU media budget. The media funds must be exhausted by June 30, 2007.

If you have any questions, you may contact me or your staff may contact Lari Sheehan at (213) 893-2477 or at [lsheehan@cao.lacounty.gov](mailto:lsheehan@cao.lacounty.gov).

DEJ:LS  
CSS:hn

Attachment

c: Executive Officer, Board of Supervisors  
County Counsel



Go to this Website

Visite nuestro sitio Web

**[www.LACountyHelps.org](http://www.LACountyHelps.org)**

***The Free and Easy way to find Help...  
including health coverage, cash benefits,  
food stamps and more.***

***La Manera Gratis y Fácil de encontrar Ayuda...  
incluyendo cobertura de salud, asistencia  
monetaria, estampillas para comida y más.***

